

# ABSTRACT

According to the present invention, there is disclosed a business methodology that aids communications between commercial merchants and consumers. According to the methodology, data related to consumers can be  
5 entered into a computer database that includes preprogrammed communication links to a wireless data network such that the network can be searched for retrievable customer specific communication links. Thereafter, data communication between the database and the customer specific data communications link is facilitated such that interactive data may be transmitted to  
10 a customer operated wireless communications device.

091194-072401